

## BACKGROUND OF THE INVENTION

### Related Applications

The present application is related to co-pending application serial number 09/768,458 filed on January 25, 2001, entitled "Enhancing Sales for Service Providers by Utilizing an Opportunistic Approach Based on an Unexpected Change in Schedule of Services (time, location)," assigned to the same assignee as the present application, which is incorporated herein by reference.

### Field of Invention

The present invention relates generally to the field of electronic commerce. More specifically, the present invention is related to enhancing sales for service providers by utilizing an opportunistic e-commerce approach based on an unexpected change in the schedule of services (time, location).

### Discussion of Prior Art

There has been a steady increase in the speed and ease with which business transactions are carried over a network such as, but not limited to, wide area networks (WANs), local area networks (LAN's), or the World Wide Web (WWW). Systems based on networks listed above deal with a plethora of information available in various formats (e.g., documents, images, sounds, etc.) A significant focus in recent e-commerce activities revolves around optimization solutions with the end-user as the center of the focus. One common challenge associated with such e-commerce systems is whether or not they are able to filter out relevant or pertinent